

ABSTRACT

This study aims to analyze the effect of employee empowerment, employee involvement and quality performance on competitive advantage in MSMEs in the food and beverage provider sector in Semarang City.

The population used in this study were MSME business actors in the food and beverage provider sector in Semarang City. The number of samples used in this study were 119 MSMEs in the food and beverage provider sector in the Semarang City area, Indonesia. However, the sample that met the criteria was 81 samples. The analysis method used is Partial Least Square Structural Equation Modeling (PLS-SEM) using SmartPLS 4.0 software.

The results showed that employee empowerment has a positive and significant effect on quality performance. Employee involvement has a positive and significant effect on quality performance. Employee empowerment has a positive and significant effect on competitive advantage. Employee involvement has a positive and significant effect on competitive advantage. And quality performance has a positive and significant effect on competitive advantage.

Keywords: Employee Empowerment, Employee Involvement, Quality Performance, Competitive Advantage

